

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Movieclips, Inc.		10/04/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Zefr, Inc.		
Street Address:	1621 Abbot Kinney Blvd		
City:	Venice		
State/Country:	CALIFORNIA		
Postal Code:	90291		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85797788	BRAND ID	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	801-692-0493		
Email:	sthorpe@kunzlerlaw.com		
Correspondent Name:	Scott D Thorpe		
Address Line 1:	8 East Broadway Suite 600		
Address Line 4:	Salt Lake City, UTAH 84111		
NAME OF SUBMITTER:	Scott D Thorpe		
Signature:	/Scott D Thorpe/		
Date:	10/08/2013		
Total Attachments: 1 source=ZEFR_trademark_assignment#page1.tif			

OP \$40.00 85797788

ASSIGNMENT  
OF  
BRAND ID TRADEMARK APPLICATION

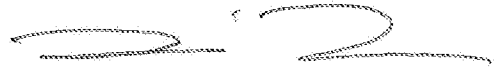
Whereas, Zefr, Inc., a Corporation of Delaware, having a place of business at 1621 Abbot Kinney Blvd. Venice, California 90291, desires to acquire the entire right, title and interest in the trademark application filed by Movieclips, Inc. on December 7, 2012, serial number 85/797788 and to all goodwill associated with the mark;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, I, hereby sell, assign, and transfer to Zefr, Inc., its successors and assigns, the entire right, title and interest in the BRAND ID trademark application and all trademark rights associated with the mark.

Signed and sealed

CITY  
DATE

(1) at Los Angeles, CA  
on October, 4<sup>th</sup>, 2013



Rich Raddon, Co-Founder  
Movieclips, Inc.